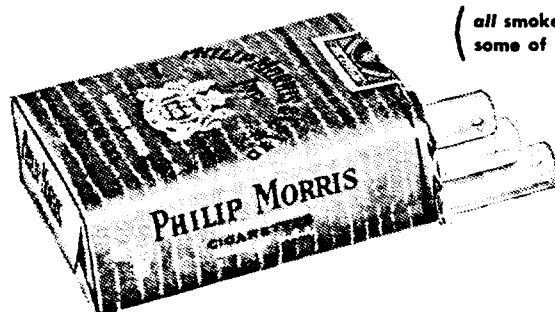


# YOU DO INHALE— that's why *THIS* is so vital!



(all smokers do—  
some of the time)

## REAL PROTECTION—PLUS FINER PLEASURE ALWAYS

**H**ERE'S what happens when you inhale.  
*Smoke comes much more in contact with  
nose and throat passages . . . and exposure to  
irritation naturally increases.*

So it's wise to know the *facts* about your  
cigarette.

Here's what eminent doctors found out  
about five leading cigarettes:

**ON COMPARING—THE IRRITANT QUALITY IN  
THE SMOKE OF THE FOUR OTHER LEADING**

**BRANDS WAS FOUND TO AVERAGE MORE THAN  
THREE TIMES THAT OF THE STRIKINGLY CON-  
TRASTED PHILIP MORRIS . . . AND THE IRRITA-  
TION LASTS MORE THAN FIVE TIMES AS LONG**

Many smokers don't even know it—but  
*all smokers inhale some of the time.*

That's why you need Philip Morris' super-  
iority for the nose and throat—*recognized  
by eminent medical authorities!* No other  
cigarette can make that statement.



# CALL FOR PHILIP MORRIS!

## AMERICA'S FINEST CIGARETTE

No other cigarette provides proof  
of such outstanding superiority!

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